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PCT/GB2004/003419



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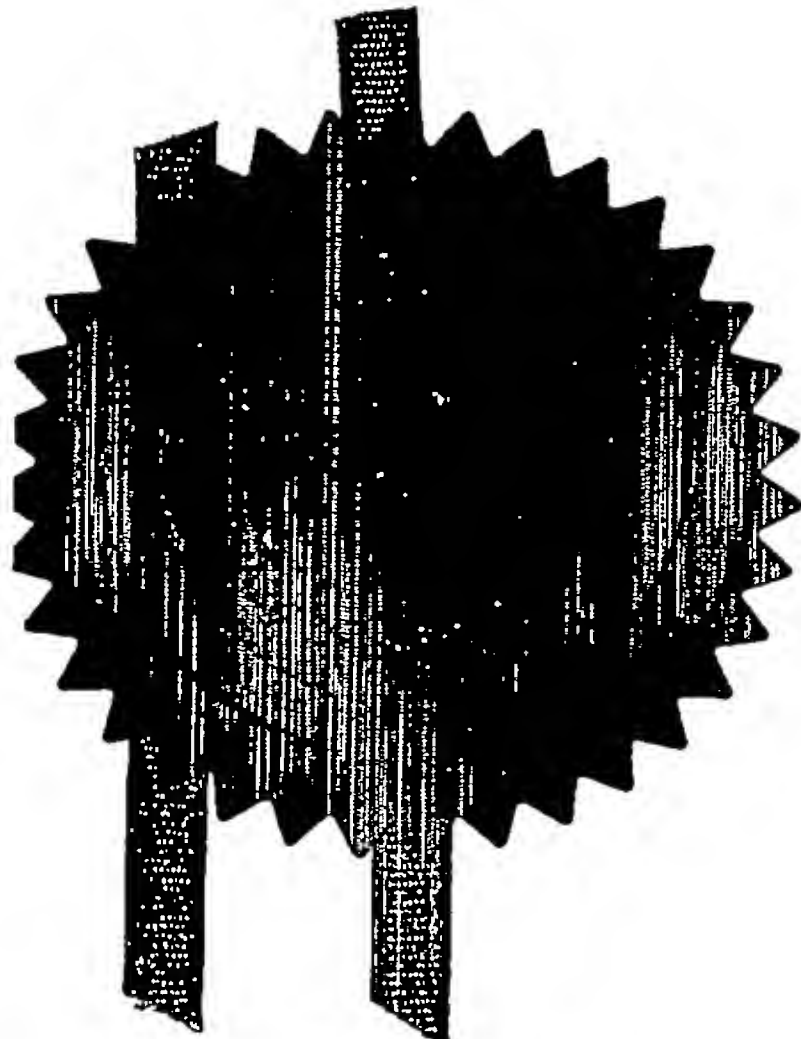
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Dated 21 September 2004

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Request for grant of a patent

(See the notes on the back of this form. You can also get an explanatory leaflet from the Patent Office to help you fill in this form)

The Patent Office
Cardiff Road
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1. Your reference

31732.80134/005

2. Patent application number

(The Patent Office will fill in this part)

21JUN04 E904950-1 000027

PG1/7730 0.00-0413717.0 NONE

3. Full name, address and postcode of the
or of each applicant (underline all surnames)

Patelikon Limited
Trecenydd Business Park
Caerphilly
Wales CF83 2RZ

Patents ADP number (if you know it)

0413717.0

If the applicant is a corporate body, give
country/state of its incorporation

8337792002

4. Title of the invention

Improved Displays

5. Name of your agent (if you have one)

Frank B. Dehn & Co.

"Address for service" in the United Kingdom
to which all correspondence should be sent
(including the postcode)

179 Queen Victoria Street
London
EC4V 4EL

Patents ADP number (if you know it)

166001

6. Priority: Complete this section if you are
declaring priority from one or more earlier
patent applications, filed in the last 12 month

Country	Priority application number (if you know it)	Date of filing (day / month / year)
United Kingdom	0318598.0	07/08/2003
United Kingdom	0319838.9	22/08/2003
United Kingdom	0407601.4	02/04/2004

7. Divisionals, etc: Complete this section only if
this application is a divisional application or
resulted from an entitlement dispute (see note f)

Number of earlier UK application	Date of filing (day / month / year)
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8. Is a Patents Form 7/77 (Statement of
inventorship and of right to grant of a patent)
required in support of this request?

Answer YES if:

YES

a) any applicant named in part 3 is not an inventor, or
b) there is an inventor who is not named as an
applicant, or

c) any named applicant is a corporate body.
Otherwise answer NO (See note d)

Patents Form 1/77

9. Accompanying documents: A patent application must include a description of the invention. Not counting duplicates, please enter the number of pages of each item accompanying this form:

Continuation sheets of this form

Description	14
Claim(s)	-
Abstract	-
Drawing(s)	-

10. If you are also filing any of the following, state how many against each item.

Priority documents	-
Translations of priority documents	-
Statement of inventorship and right to grant of a patent (Patents Form 7/77)	-
Request for a preliminary examination and search (Patents Form 9/77)	-
Request for a substantive examination (Patents Form 10/77)	-
Any other documents (please specify)	-

11. I/We request the grant of a patent on the basis of this application.

Signature

Date 18 June 2004

12. Name, daytime telephone number and e-mail address, if any, of person to contact in the United Kingdom

Robert Jackson
020 7206 0600

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P1026

Improved displays

This invention is concerned with improved
5 displays, and relates in particular to displays, such
as electroluminescent displays, that employ an
overlayer to increase their actual or apparent
contrast.

In the Specification of our co-pending British
10 Patent Application No: 0407601.4 a copy of which can
be found in Annex A of this application, there is
described and claimed a light-emitting, preferably
electroluminescent, display of the sort wherein there
is the necessity for a clear contrast between the
15 display's lit and unlit areas, which display includes
a transmissive overlay that forms either a
substantially-neutral-density filter or an outwardly-
facing specularly-reflective surface, or both.

The light-emitting display can be of any sort,
20 but the invention is of particular value when applied
to displays using electroluminescent materials to
provide the light output.

In one extreme, and preferred, case using a
filter that is specularly-reflective rather than
25 neutral-density, an additional coating is provided to
give a more truly reflective material, such as a
metallic finish, showing a "silvered" or "chromed"
effect. Such reflective surfaces vary in the amount
of light they reflect. In a real environment the
30 reflective effect of the specularly-reflective overlay
used in the invention may conveniently be from 75 to
85%, and is most preferably around 80%. As noted in
our aforementioned Specification (Annex A), typical
materials providing this sort of reflection together
35 with the right degree of flexibility and thinness are
CP Films RS20SR HPR (which are plastics sheets with a

sputtered metallised finish plus a gloss, scratch-resistant, anti-glare, protective overlay.

Another example of this type of specularly-reflective material is that forming a multilayer "radiant" colour film; the use of such film constitutes the present invention. In addition to the specular finish, such materials - which are of a multi-layer construction where the colour results from interference fringes generated by light travelling through the layers and being at least partially reflected at the layer boundaries, and then interfering with itself so as to cancel out certain colours rather than others - also exhibit a change in transmissivity and colour for changing viewing angles. In this way, when the User slightly tilts the display so that any bright object behind the User is specularly-reflected somewhere other than back to the User, the colour of the display changes, thereby increasing the contrast between the lit and the unlit areas of the display. This significantly improves the display visibility in high ambient lighting conditions. Also, since the materials are highly transmissive when viewed straight on, the display is highly visible in low ambient lighting conditions; thus, the overall brightness can be reduced, extending lifetime and thereby increasing performance.

Typical such multilayer "radiant" colour materials are transparent 3M RADIANT Colour Film or 3M RADIANT Mirror Film, (types 3M CM500, 3M CM590 [3M Radiant colour films] and 3M VM2002), available from 3M (Minnesota Mining and Manufacturing).

- 3 -

Annex A

United Kingdom Patent Application No. 0407601.4 as
filed

5

80134/004

Improved displays

This invention is concerned with improved
5 displays, and relates in particular to displays, such
as electroluminescent displays, that employ an
overlayer to increase their actual or apparent
contrast.

Certain materials are electroluminescent - that
10 is, they emit light, and so glow, when an electric
field is generated across them. The first known
electroluminescent materials were inorganic
particulate substances such as zinc sulphide, while
more recently-found electroluminescent materials
15 include a number of small-molecule organic emitters
known as organic LEDs (OLEDs) and some plastics -
synthetic organic polymeric substances - known as
light-emitting polymers (LEPs). Inorganic
particulates, in a doped and encapsulated form, are
20 still in use, particularly when mixed into a binder
and applied to a substrate surface as a relatively
thick layer; LEPs can be used both as particulate
materials in a binder matrix or, with some
advantages, on their own as a relatively thin
25 continuous film.

This electroluminescent effect has been used in
the construction of displays. In some types of these
a large area of an electroluminescent material -
generally referred to in this context as a phosphor -
30 is provided to form a backlight which can be seen
through a mask that defines whatever characters the
display is to show. In other types there are instead
individual small areas of EL material. These displays
have many applications; examples are a simple digital
35 time and date display (to be used in a watch or
clock), a mobile phone display, the control panel of a

household device (such as a dishwasher or washing machine), and a hand-holdable remote controller (for a television, video or DVD player, a digibox, or a stereo or music centre).

5 The visibility of electroluminescent displays is dependent upon the contrast between those areas of the display that are turned on ("lit") and those that are not; this contrast is the result of the lit areas being both brighter than the surrounding areas
10 ("luminance contrast") and often also a different colour ("chrominance contrast"). The brightness and colour of the lit areas is a function of the particular electroluminescent material being utilised and of the degree to which it is energised. The
15 brightness and colour of the unlit areas is dependent on the light reflected off their surface, which in turn is a function of the ambient light level and the materials used to make up the display (which might include filters and anti-reflective coatings).

20 As noted above, electroluminescent displays can utilise either a continuous back electrode or, instead, a plurality of individual appropriately-shaped back electrodes each supplied with the required activating voltage by a separate lead. This lead may
25 itself activate the electroluminescent material, rather like a small electrode, and so can give rise to the relevant component of the display appearing to have a "tail". In the Specification of our co-pending Patent Application No: GB0318598.0 there are described
30 and claimed a number of solutions to the "tail" problem. In one of these the colour/reflectivity of one or other of the electroluminescent material and the surrounding insulator material is modified - or is apparently modified - so as to match that of the
35 other. And one of a number of techniques for achieving this (apparent) modification is to provide the display with a front filter/absorber layer of

suitably-coloured transparent material so as appropriately to modify the manner in which external light entering the display from the ambient surroundings is transmitted thereinto and then
5 reflected back. This filter layer, the use of which apparently modifies the colour/reflectivity of one or other of the electroluminescent material and the surrounding insulator material so as to match that of the other, either can be a part of the substrate
10 itself or, and preferably, it can be an additional layer formed on the substrate (and conveniently on the outside, front, surface).

The filter layer appropriately modifies how external light entering the display is then reflected
15 back from the several interfaces - typically ambient air/filter, filter/substrate, substrate/phosphor and substrate/insulator. In this particular case what is required is that the light reflected off the very front of the display - the front of the filter -
20 should be very much greater than the light reflected off any of the "internal" interfaces, and that the light reflected from the substrate/phosphor interface should match in colour and hue the light reflected from the substrate/insulator interface. And when the
25 display - the phosphor - is "on" (activated), the output from the phosphor should be significantly greater than any reflected light (and especially that off the filter at the very front).

It will be seen that, using such a filter,
30 emitted light from the phosphor makes one pass through the filter while reflected light from the ambient surroundings must make two passes through the filter, and so the resultant visibility of any pattern of phosphor is, in the "off" state, reduced by the ratio
35 of the absorbency of the filter. Of course, the overall brightness of the display is also reduced, but

the ratio between the "on" state emissions and any of the various "off" state reflection levels is enhanced.

This effect can be further exploited if the reflectance spectrum of the filter is shifted in wavelength compared to the transmittance spectrum of the filter, so that the colour/hue of the emitted light from the phosphor is not the same as that of the reflected light from the very front - the filter - surface of the display. While this does not provide an improvement in light intensity terms nevertheless it improves visibility through chrominance contrast.

A suitable material colour for such a filter, providing the desired effect, is that deep blue provided by Ultramark under the designation 575/T134402.

In the Specification of our co-pending Patent Application No: GB0319838.9 there are disclosed additional methods of applying the above mentioned solutions. The present invention relates to further additional methods. More specifically, there is now first proposed the use not of a coloured filter but instead of the very opposite - a neutral density filter (that is, a filter which, "grey" in appearance, filters out all colours uniformly). And in addition there is also proposed a "filter" layer which has a specularly-reflective front (exterior) surface (typically such a layer is, like a one-way mirror, semi-silvered, so as to be highly reflective from one side (the outside) but significantly transmissive from the other side (the inside).

In one aspect, therefore, this invention provides a light-emitting display wherein there is the necessity for a clear contrast between the display's lit and unlit areas, which display includes a transmissive overlay that forms either a substantially-neutral-density filter or an outwardly-facing specularly-reflective surface, or both.

The light-emitting display can be of any sort - it could, for instance, be a light-emitting diode (LED) display, or it could be a backlit liquid crystal display (an LCD) or even a thin film transistor (TFT) display as used in computer screens - but the invention is of particular value when applied to displays using electroluminescent materials to provide the light output.

Electroluminescent (EL) displays are valued for their flexibility and thinness, which means they can be cut to any shape, operate on curves or be laid over button mats (operating as the display flexes when the button is pushed through the display).

Making a display remain hidden until there is some necessity for it to be revealed (and so seen by the User) is desired so that the display be uniformly blank until a segment is switched on, when it becomes visible. A unique feature of EL displays is that the light emanating from a switched on segment comes, as far as an observer is concerned, right from the surface of the display. However, as observed above many existing types of EL display are not ideal, in that much of the details of the display - such as the connection tracks into the segments and other structures - are visible. As the display is surface emitting, and due to the thinness of the display, observers tend to see these "off" elements (the inactive or non-active ones), which thus have the effect of reducing the visibility of the "on" (active) segments.

To make the "on" segments more apparent it has been traditional either to increase their brightness or to operate the display in a dim environment. The latter option severely limits EL displays, as many applications are for the display to be mounted directly onto the surface of a product that may

be in a bright daylight environment. Increasing the display's emitted brightness is possible, but has a severe disadvantage in that it may significantly reduce the lifetime of the display (and also run down
5 any battery power source used to drive the display), and is in any case a losing battle for displays used in high intensity environments (where, in essence, the display is trying to outshine the ambient sunlight!). Most emissive technologies are unable to do this with
10 acceptable reliability and lifetime.

The present invention - which involves the use of a transmissive overlay that forms a neutral-density filter and/or an outwardly-facing specularly-reflective surface - results in both the suppression
15 of visibility of any connecting tracks and the display's internal structure and also an improvement to the visibility of the display's "on" segments compared to background scattered ambient light from the "off" elements of the display by what seems at
20 first to be the rather bizarre idea of actually making the display dimmer. However, it works - and this is believed to be for the following reasons.

When using a neutral-density filter, suppression of the internal display structure - elements which are
25 either unactivatable or are activatable but "off" - is achieved by reducing the intensity of the light reflected from such elements in comparison to the light emitted by the "on" segments. A thin, highly-absorbing, neutral layer placed over the display
30 allows light from the emitting element to pass therethrough only once, and so is attenuated only once. However, light exiting from the structural elements and the "off" segments of the display, both of which only reflect ambient light, has passed
35 through the absorbing layer twice. The contrast between the two lights is thus enhanced, even though the light from the "on" elements is reduced somewhat.

The visibility of the "on" elements increases -
in comparison to all the other areas of the display -
as the absorption of the overlay increases. This
leads to the bizarre, intuition-contrary position that
5 the brighter the environment the more absorbing the
layer needs to be to achieve high visibility. The
limit to how absorbing this overlay can be is
determined by the point at which the light emitted by
the "on" segments falls below the general background
10 illumination of the environment in which the display
is used, and so cannot be distinguished by the
observer.

The display utilises a substantially-neutral-
density filter. Strictly, and in theory, a true
15 neutral-density filter is one that filters - that
absorbs - all light frequencies equally. In practice,
however, such perfect neutrality is not easily
achieved, or achievable. Most filters commonly
accepted as being neutral-density can show a
20 difference, in some cases of as much as 20% - between
the highest and lowest absorption across the range of
the visible light spectrum. Thus, for the purposes of
the present invention the term "neutral-density"
includes such a frequency-dependent case - though it
25 is naturally preferred that the difference be as small
as possible.

Neutral-density filters vary - in appearance -
from black through charcoal grey up to the very
lightest grey, as the amount of light they absorb
30 reduces. For the invention, in a real environment the
absorption effect of the neutral-density filter used
in the invention may conveniently be from 75 to 85%,
and is most preferably around 80% (so that the emitted
light is reduced to 20% of its original intensity
35 while the reflected light is reduced to a further 20%,
being a mere 4% of the ambient light level). Typical
materials providing this sort of absorption together

with the right degree of flexibility and thinness are CP Films AT15GR HPR and Bekaert Black type NR Charcoal 17.

A specularly-reflective layer works in a
5 different manner. Another factor that reduces the
visibility of the "on" segments is the light reflected
from the top - the outer - surface of the display.
This is a significant issue for a surface-emitting
display, as the light from the "on" segments within
10 the display emanates from the same (or very nearly the
same) plane as reflected light from the front face of
the display. By contrast, other types of display
avoid this problem because they have depth - the "on"
portions are clearly significantly "below" the front
15 surface of the display - and the eye/brain combination
concentrates on the plane of the emitted light from
the segments, and ignores the light reflected from the
front of the display (a technique similar to "pulling
focus" as used in photography). Another technique for
20 avoiding surface reflection effects is to use
expensive and often brittle anti-reflection coatings.
However, neither technique - "deep" light-emitting
elements, and anti-reflection coatings - is
appropriate for surface-emitting EL displays that
25 typically are required to be both low cost and also
flexible. This part of the invention uses the
surprising step of actually increasing the
reflectivity of the surface layer by using a gloss
finish.
30 Using an overlay having a specularly-reflective
surface works by directing the light in specific
directions and not scattering it. Thus, the eye can
image the "on" segments on the surface of the display,
which then means that all other specularly-reflected
35 light is out of focus and so has minimal effect on the
display's "on" segment visibility.

If the light source that is specularly reflected is very bright even when it is not in focus, such as the sun, the "on" segments can become visible to the User simply by slightly tilting the display so the
5 bright object is specularly reflected somewhere other than back to the User.

This implementation of the invention can be effected just by having a very smooth - a "gloss" - finish to the front surface of the display, and the
10 two neutral-density filter materials mentioned above do indeed have a high gloss, shiny, surface, providing the required specularly-reflective effect. However, in one extreme, and preferred, case an additional coating is provided on the outer surface to give a
15 more truly reflective material, such as a metallic finish, showing a "silvered" or "chromed" effect.

In the case where the display is viewed normal to the User, only the light reflected from his or her face and impinging on the display is reflected
20 straight back to the User. This is usually of a much lower intensity than the ambient light, but is also out of focus as apparently it is as far behind the display as the User is in front, and so has minimal effect on display visibility.

25 Reflective surfaces vary in the amount of light they reflect. In a real environment the reflective effect of the specularly-reflective overlay used in the invention may conveniently be from 75 to 85%, and is most preferably around 80%. Typical materials
30 providing this sort of reflection together with the right degree of flexibility and thinness are CP Films RS20SR HPR (which is a plastics sheet with a sputtered metallised finish plus a gloss protective overlay.

Embodiments of the invention are now described,
35 though by way of illustration only, with reference to the accompanying diagrammatic Drawings in which:

Figure 1 shows a display having a neutral filter overlay according to the invention; and

Figure 2 shows a display having a specularly-reflective filter overlay according to the invention.

5 In Figure 1 there is shown part of a display device (generally 11) having a multilayer display (12: only part of this is visible). The display 12 includes a display layer (13), in which is a display element (14: shown in it's "on" state) surrounded by
10 other, structural, material (15), on top of which is a transparent protective layer (16). Overlying this is an outer layer (17) of neutral-density filter material.

Light coming from the display device towards the
15 User - the eye - is a mixture of ambient light (18) and generated light (19); the reflected ambient light 18 is light that has first impinged upon the display from outside, then been transmitted through the filter layer 17, with attenuation, and through the
20 transparent protective layer 16, and has then been reflected off the display material 15 and - with further attenuation - back out through the layers 16 and 17. By comparison, light emanating from the "on" display element 14 has travelled only once (with some
25 attenuation) through the filter layer 17.

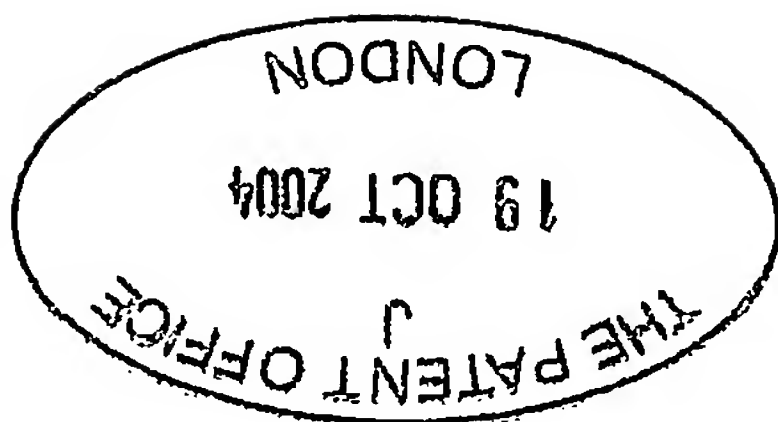
It will be apparent that the use of the filter layer 17 has significantly increased the display contrast - the intensity difference between the emitted element light and the reflected ambient light.

30 Figure 2 shows the use of a specularly-reflective overlay in accordance with the invention. It shows a display device (generally 21) viewed under strong ambient light. It will be evident that the ambient light (from the source 22 positioned off to one side)
35 is - because of the specular nature of the front surface of the display device - all reflected off to the other side, none of it being directed towards the

User. It will also be apparent that any image of the User (caused by him or her being reflected in the reflective layer 22) is, far behind the device, well out of the plane on which he/she focuses to see the display, and so should not be troublesome.

Any light (23) from an ambient source directly behind the User is, of course, blocked by the User's head, and so is not seen.

10



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U.S. Appl. No. 10 / 567246Internatio. Appl No. GB 04/003419Application filed by: ☐ 20 months ☒ 30 months

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| <input checked="" type="checkbox"/> Description | <input checked="" type="checkbox"/> Information Disclosure Statement |
| <input checked="" type="checkbox"/> Claims | <input checked="" type="checkbox"/> Assignment document <u>C-9-6</u> |
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Notes: Use IA from IBNo data sheet filed.

35 U.S.C. 371 - Receipt of Request (PTO-1390)

06 Feb '06

Date acceptable oath / declaration received

101 April '07

Date complete 35 U.S.C 371 requirements met

"

102(e) Date

"

Date of completion of DO/EO 906 - Notification of Missing 102(e) Requirements

Date of completion of DO/EO 907 - Notification of Acceptance for 102(e) date

Date of completion of DO/EO 911 - Application accepted under 35 U.S.C. 1.11

Date of completion of DO/EO 905 - Notification of Missing Requirements

Date of completion of DO/EO 916 - Notification of Defective Response

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